

THE INFLUENCE OF EXPOSURE TO THE DPR ALLOWANCE ISSUE ON TIKTOK TOWARD PUBLIC TRUST ON DPR'S IMAGE

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ABSTRACT

Over the past decade, internet penetration in Indonesia has surged, reaching 77% of the total population and positioning digital platforms as essential tools for social interaction and information dissemination. Among these, TikTok has emerged as a significant digital public sphere, particularly regarding political discourse such as the DPR allowance Issue. By applying agenda-setting theory, this study examines the impact of exposure to the DPR allowance issue on TikTok toward public trust on DPR's Image. Adopting a quantitative approach, data were gathered through questionnaires administered to active TikTok users, selected via purposive sampling. The data were subsequently analyzed using regression analysis via SPSS. The findings indicate that exposure to the DPR allowance issue on TikTok significantly influences public trust on DPR's image, with statistical results confirming the acceptance of the alternative hypothesis (H_a), where the t-value (9.270) exceeds the critical t-table (1.966). Furthermore, the analysis reveals that this exposure contributes 18.1% to the variance in public trust, suggesting that while the issue is influential, other factors also play a substantial role.

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INTRODUCTION

The number of internet users in Indonesia has increased by an average of 5.44% each year over the past ten years and now encompasses 77% of the Indonesian population. The internet has evolved into one of the main necessities for society, especially after the COVID-19 pandemic, which required people to use it in various aspects of their lives. This habit will continue even after the pandemic ends. Currently, it is assumed that every person in Indonesia has more than one communication device connected to the internet. The number of internet users in Indonesia is estimated to reach 204.7 million in 2022 (Gen Rintia & Shadri, 2024).

With the internet, various social media platforms have been created that individuals can use for different purposes. Besides functioning as communication tools in the digital world, social media, which falls under the category of new media, can be used to present someone's identity (Munzir, 2019). In Indonesia, social media platforms have become a key factor in social movements, especially in areas like environmental activism, human rights, and political

change. For example, the 2019 student demonstrations against the Indonesian government's proposed changes to the criminal code were largely prepared and organized through social media networks (Luluatu Nayiroh, 2024).

TikTok is one of the most popular social media platforms in Indonesia in recent years. According to data from Good Statistic.id, the number of TikTok users in Indonesia reached 108 million in 2025, with the majority of users aged 18 to 34. On average, they use the app for 45 hours and 54 minutes each month, showing that TikTok has become one of the mass information dissemination media in Indonesia. Therefore, Indonesian society may be more frequently exposed to content on TikTok. TikTok is a social networking app that allows users to share content in the form of videos, text, and music with various creative filters. TikTok has become increasingly popular because its main goal is to allow every individual or community to explore creative ideas as a representation of changes in content creation. In addition, TikTok also focuses on the process of making and sharing videos among its users (Vidyana & Atnan, 2022).

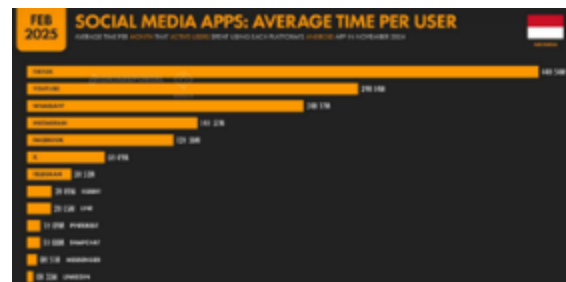


Figure 1: Average Duration of TikTok Use in Indonesia in 2025

Source: <https://goodstats.id/> (We Are Social, 2025)

The growing use of TikTok is now expanding into various sectors like education, the economy, and even politics. In the political context, social media plays an increasingly important role as a main channel for spreading news as well as political opinions. Social media not only makes it easier to access the latest political information, but it can also enable and shape more open and participatory discussions about political issues (Putri & Astini, 2024). Political messages are one type of content that can be shared on TikTok. To engage people, political messages can be communicated in various ways. Nowadays, governments, activists, political groups, and professionals use social media to communicate (Kusnadi et al., 2023). The issue of allowances for DPR members that came up in August 2025 became an important example of how social media, especially TikTok, can influence the dynamics of political communication in Indonesia. This topic quickly spread in the digital public space, especially on TikTok, sparking wide discussions and showing how public perception can be shaped and reinforced through content shared on the platform.



Figure 2: One of the content about DPR Allowance Issues on TikTok

Source: TikTok@cnnindonesia

In one of the posts uploaded by the TikTok account @cnnindonesia, you can see how the social media platform TikTok serves as a digital public space showing the political turmoil around the issue of DPR allowances. The crisis started from a statement made by the Deputy Speaker of the DPR on August 19, 2025, directly announcing an extraordinary increase in various types of allowances for DPR members. Although the next day, on August 20, 2025, that statement was revoked, claiming the data was incorrect, that 'explanation' failed to calm public anger. This is because in the explanation, it actually confirmed a new housing allowance of up to 50 million rupiah per month as a replacement for official residence facilities.

In a situation where the community is filled with concern, the government took steps to increase the parliament's budget by IDR 50 million for housing allowances. This policy clearly hurt the feelings of the people who are going through tough times. The situation was further worsened by the arrogant attitude of some parliament members. On August 25, 2025, the protest action could no longer be contained. Thousands of demonstrators began to surround the parliament building in Jakarta. The protesters demanded the elimination of the very high allowances. This protest has been going on for several days, and the demonstrations have spread to various regions across Indonesia, including Bandung and Makassar. The protests have heated up even more, especially due to procedural violations by officials in responding to the wave of demonstrations, which resulted in a ride-hailing driver losing his life at the protest site. This increasingly pushed anarchic actions from the protesters. By the end of August 2025, the protesters' actions got more out of control, with demonstrations ending in destruction and looting at the homes of several members of the Indonesian Parliament (DPR RI). By the end of August 2025, the DPR had officially decided to stop housing allowances for its members and suspend several members of Parliament. However, even though the allowances were stopped, expressions of public solidarity and anger were still clearly felt, as seen in the destruction of some public facilities in various regions in Indonesia, such as in Jakarta, Bandung, and Makassar (Saputra, 2025).

Through its algorithm, TikTok is able to make this issue go viral in a short time, turning it into a widely discussed topic in the digital public space. In the context of political communication, this phenomenon shows how social media can shape the public agenda and turn a piece of news into an issue that affects an institution's reputation. Social media has a pretty significant impact on the image of an institution, especially through content that can influence debates on social media and, in turn, affect public trust. Public trust in government institutions is really important for social, economic, and political stability. This trust shows how people assess the honesty, capability, and reliability of the government in carrying out its functions (Slavina et al., 2025). Public trust is the collective view of society towards the government or other public institutions that shapes people's perceptions, beliefs, and reactions to the government's actions and integrity (Yuliana et al., 2024). Public trust is the main foundation that shapes an institution's image, because the public's perception of the government's honesty, capability, and integrity will be directly reflected in the reputation and legitimacy of that institution in the eyes of the public. Image is one of the vital elements for an organization that should always be developed and maintained. As Kazt states, image is a form of perception or external impression of an entity, whether it's an organization, an individual, a community, or an activity. The people referred to here are the general public. Having an image affects how society views an institution. Building a positive image can bring beneficial impacts, because it can strengthen public trust. If public trust in an institution increases, the institution will have a better chance to achieve the desired benefits (Puspa Ayudia & Sri Wulandari, 2021).

The Agenda Setting Theory (McCombs & Shaw) is used in this study. Maxwell McCombs and Donald Shaw believed that mass media has the ability to move important things in the news from their news agenda to the public agenda. In this way, mass media can become important for society. The agenda-setting theory talks about the big role of mass media in shaping the agenda of people who are exposed to that information. Once people get used to the news broadcasted by the media, they start talking about it in their daily lives. The media delivers news or information that can influence society (Yanti et al., 2018). The two basic assumptions of agenda-setting theory are:

The media and the press only filter and shape issues instead of reflecting reality.

The mass media only focus on a few social issues that are considered more important than others.

Some previous studies related to this research have highlighted the issue of public trust in the Indonesian House of Representatives.

Research conducted by (Ananditha et al., 2025) It shows that students of Public Administration at Palangka Raya University have a critical and somewhat negative perception of the Indonesian House of Representatives (DPR RI). Even though they understand the functions of legislation, oversight, and budgeting of the DPR, they feel that the implementation is not yet optimal. The level of trust in the DPR is also considered moderate to low, especially regarding integrity and impartiality. These findings indicate a trust crisis, highlighting the need to improve transparency, integrity, and public interest orientation to enhance the image and legitimacy of the DPR RI.

Research by (Alisya et al., 2025) titled Public Trust Crisis in the Indonesian Parliament and Legislative Reform Efforts in the State System: A Case Study of the August 25–September 2, 2025 Demonstrations shows that the national demonstrations reflected a legitimacy crisis in the Indonesian Parliament due to low political representation, members' inappropriate behavior, and a lack of accountability. The study's findings emphasize the need for legislative reform by strengthening ethics, transparency, public participation, and accountability to restore public trust in the Indonesian Parliament.

Research by (Fajar Rosalina, 2020) titled DPR's Media Relations Crisis in the Controversy over the MD3 Law shows that the DPR's communication crisis management hasn't been optimal due to slow responses, weak communication coordination, and low trust from the media and the public. Negative coverage related to the MD3 Law revision worsened the DPR's image and triggered public rejection. These findings highlight the importance of strengthening crisis communication, providing transparent information, and having more professional media relations to restore public trust.

Unlike previous studies that focused on analyzing perceptions, legitimacy crises, and communication crises of DPR through a qualitative approach, this study uses a quantitative approach to empirically measure the impact of DPR allowance issues circulating on TikTok on public trust in the DPR's image. Earlier research only illustrated the low level of public trust, the factors causing the legitimacy crisis, and the effects of organizational communication on the DPR's reputation, without statistically testing the relationships between variables. Moreover, there hasn't been any research specifically examining the role of TikTok as a source of political information exposure related to DPR allowance issues and its impact on public trust in the institution's image. Therefore, the research gap lies in the lack of quantitative evidence explaining how big and significant the influence of exposure to DPR allowance issues on TikTok is on public trust in the DPR's image. This study fills that gap through hypothesis testing and causal relationship analysis, which can provide more measurable and objective findings. Based on this research gap, the problem statement in this study is how much exposure to the DPR allowances issue on TikTok affects public trust in the DPR's image. The aim of this study is to analyze and measure the influence of the DPR allowance issue circulating on TikTok on public trust in the image of the DPR, as well as to find out the significance level of the relationship between exposure to this issue and public trust in the image of the DPR.

METHOD

This study employs a quantitative approach within a positivist paradigm to examine the causal relationship between exposure to the DPR allowance issue on TikTok and public trust in the institution. The population comprises TikTok users aware of or exposed to the 'DPR Allowance Issue' on the platform. Given the unknown population size, the minimum sample size was determined using Cochran's formula, resulting in 386 respondents, which was rounded up to 390 (Sugiyono, 2021). Variables in a study refer to all aspects managed by the researcher to be analyzed, with the aim of gaining insights into the topic and subsequently drawing a conclusion (Haifa et al., 2025). Respondents were selected using purposive sampling. Data were collected through a structured questionnaire using a Likert scale (1–5), distributed via Google Forms through direct messaging and broadcasts to ensure immediate response. The research procedure followed a systematic process. Instrument Testing, validity test was assessed using the Pearson Product Moment, while reliability was verified using Cronbach's Alpha. Classical Assumption Tests, normality, linearity, and heteroscedasticity tests were performed to ensure the data met the requirements for regression analysis. Hypothesis Testing, simple linear regression analysis was applied to examine the impact of exposure to the DPR allowance issue on public trust. This was followed by the calculation of the coefficient of determination (R^2) to assess the magnitude of influence, and the t-test to evaluate the significance of the independent variable on the dependent

variable. The choice of dimensions for the Exposure variable is based on the Message Exposure model, where frequency and duration measure the intensity of exposure, while attention serves as a cognitive filter to ensure the audience's psychological engagement. Meanwhile, the indicators for the Public Trust variable refer to the Trustworthiness theoretical framework from (Mayer et al., 1995). The ability dimension is used to assess technical capacity, benevolence measures action orientation that prioritizes the public interest, and integrity is chosen as the main determinant of an institution's moral legitimacy in the eyes of the public.

Table 1. Research indicators

Research Variable	Dimension	Research Indicator
X Exposure to the DPR Allowance Issue (Mustika & Anggraini, 2019)	Frequency	How often respondents are exposed to content about DPR allowance issues On TikTok.
	Duration	How long respondents spend time looking at content about DPR allowance issues On TikTok.
	Attention	The respondents' level of attention to content about the DPR allowance issue.
Y Public Trust on DPR's Image (Mayer et al., 1995)	Ability	Public perception of the parliament's competence in carrying out its legislative functions.
	Benevolence	The belief that the House of Representatives acts for the people's interest, not personal gain
	Integrity	Public views on the morality, honesty, and commitment of the parliament in carrying out policies

Source: (Author, 2026)

RESULT AND DISCUSSION

The issue of the DPR (House of Representatives) allowance increase going viral on TikTok shows how social media functions as a fast, interactive, and wide digital public space for spreading political information. Criticism and distrust, which assess the performance, integrity, and sensitivity of representatives, are caused by wide exposure to content about allowances and facilities, as well as comparisons with the public's conditions. With TikTok's algorithm that promotes virality, this issue is seen as an internal policy problem and affects public trust in the DPR. To provide a more comprehensive picture of how much exposure to the DPR allowance issue on TikTok influences public trust in the DPR's image, researchers conducted statistical tests on the collected data. The empirical findings from this analysis are presented in depth, starting with a summary of the respondents' data characteristics in the table below.

Table 2. Respondent Data by Age

Age	Amount	Percentage
Less than 20	14	3.6%
More than 20	376	96.4%

Source: (Author, 2026)

In table 2, there are 390 respondents in each age category, with 96.4% or 376 people in the over 20 years category and 3.6% or 14 people in the under 20 years category.

Table 3. Respondent Data by Gender

Gender	Amount	Percentage
Male	180	46.2%
Female	210	53.8%

Source: (Author, 2026)

In table 3, out of 390 respondents, 46.2%, or 180 people, are male, and 53.8%, or 210 people, are female.

Table 4. Average Respondent Data Using TikTok in a Day

Use Duration per Day	Amount	Percentage
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Less than 1 hour	8	2%
1-2 hour	71	18.2%
2-3 hour	115	29.7%
More than 3 hours	196	50.2%

Source: (Author, 2026)

In the data from table 4, it is shown that out of 390 respondents, they fall into several categories of daily TikTok usage: 2% or 8 people use it for less than 1 hour, 18.2% or 71 people use it for 1-2 hours, 29.7% or 115 people use it for 2-3 hours, and 50.2% or 196 people use it for more than 3 hours.

Validity Test

After explaining the characteristics of the respondents, the next step is to test the validity of the data that has been collected through the distribution of questionnaires. Validity testing is done to make sure that each question in the questionnaire truly reflects the topic being studied in the research on the Effect of Exposure to DPR Allowance Issues on TikTok on Public Trust in the DPR's Image.

Table 5. Variable Validity Test Results

Research Item	r count	r table (0.05), N=390	Informations
X1	0.179	0.099	Valid
X2	0.464	0.099	Valid
X3	0.616	0.099	Valid
X4	0.587	0.099	Valid
X5	0.509	0.099	Valid
X6	0.545	0.099	Valid
X7	0.513	0.099	Valid
X8	0.508	0.099	Valid
X9	0.550	0.099	Valid
Y1	0.649	0.099	Valid
Y2	0.470	0.099	Valid
Y3	0.635	0.099	Valid
Y4	0.696	0.099	Valid
Y5	0.400	0.099	Valid
Y6	0.695	0.099	Valid
Y7	0.710	0.099	Valid
Y8	0.289	0.099	Valid
Y9	0.636	0.099	Valid
Y10	0.504	0.099	Valid

Source: (Author, 2026)

In Table 5, it can be shown that the instruments used in this study are valid and meet the validity criteria, because each instrument item for variables X and Y has a correlation or r-count value that exceeds the table r value of 0.099.

Reliability Test

After the validity test was declared valid, a reliability test was carried out to make sure whether the research instruments are consistent with each other using Cronbach's Alpha coefficient. The results are as follows.

Table 6. Reliability Test Results

Variable	Minimum Alpha value	Cronbach's Alpha Value	Informations
X	0.60	0.821	Reliabel
Y	0.60	0.847	Reliabel

Source: (Author, 2026)

In table 6, all the instruments used in this study can be considered usable, because the Cronbach's alpha value for variable X is 0.821 and the alpha value for variable Y is 0.847, both above 0.60.

Normality, Linearity, and Heteroskedasticity Tests

Before starting a simple linear regression analysis, the researcher first checked the classic assumptions needed for simple linear regression. This was done by conducting a normality test to see if the data is normally distributed, a linearity test to check if there's a linear relationship between variables, and a heteroscedasticity test to ensure that the variance of the residuals is not the same.

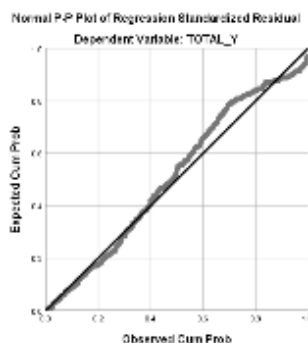


Figure 3. Normality Test Results Source: (Author, 2026)

Based on Figure 3, the normality test results with the P-normal diagram show that the data distribution is normal, because the points are scattered around the diagonal line and spread along the direction of the line.

Table 7. Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y	Between Groups	(Combined)	5664.529	29	195.329	4.297	.000
		Linearity	3994.139	1	3994.139	87.870	.000
TOTAL_X		Deviation from Linearity	1670.390	28	59.657	1.312	.137
	Within Groups		16363.894	360	45.455		
	Total		22028.423	389			

Source: (Researcher, 2026)

Based on the linearity analysis shown in table 7, it looks like there is a statistically significant linear relationship between variable X and Y, since the Deviation from linearity value of 0.137 is greater than 0.05.

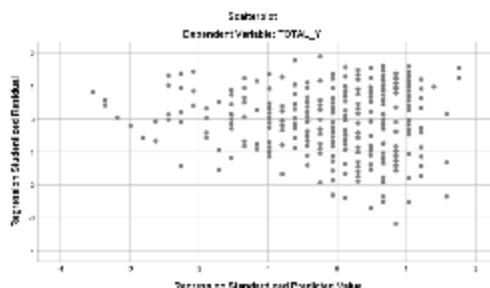


Figure 4. Heteroscedasticity Test Results (Source: Researcher, 2026)

Based on Figure 3, the results of the heteroskedasticity test show that the data points are scattered randomly above and below the 0 value on the Y-axis. Therefore, the data meets the criteria for the heteroskedasticity test.

Simple Linear Regression Test

Table 8. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.256		5.865	.000
	TOTAL_X	.586	.426	9.270	.000

a. Dependent Variable: TOTAL_Y

Source: (Author, 2026)

Based on the table above, the simple linear regression equation is obtained with the general formula: $Y = 13.256 + 0.586X$. The constant value of 13.256 indicates the predicted value of public trust regarding the DPR's image when the exposure variable is equal to zero. The regression coefficient obtained is 0.586. Although this value is statistically positive, the interpretation of the direction of its effect needs to be done carefully while considering the theoretical context and the characteristics of the content that appears. In this study, content about DPR allowance issue on TikTok (X) circulating on social media is generally critical and negative toward the DPR. So, any increase in exposure to this kind of content would logically have the potential to actually lower public trust in the DPR's image (Y), rather than increase it.

Coefficient of Determination Test

Table 9. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426 ^a	.181	.179	6.818

a. Predictors: (Constant), TOTAL_X

b. Dependent Variable: TOTAL_Y

Source: (Author, 2026)

Based on Table 9, it can be seen that the R Square value is 0.181. The analysis shows that the exposure to allowance issues on TikTok contributes to the process of shaping public views on the image of the DPR with an influence of 18.1%. This number indicates that even though variable X has an effect, there are still other factors that contribute 81.9% in shaping trust regarding the DPR's image.

Hypothesis Test (t-Test)

Table 10. Hypothesis Test Results

Coefficients ^a				
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t
		Std. Error		Sig.

1	(Constant)	13.256	2.260		5.865	.000
	TOTAL_X	.586	.063	.426	9.270	.000
a. Dependent Variable: TOTAL_Y						

Source: (Researcher, 2026)

Based on the t-test data in Table 10, the significance value is 0.000, which is below the 0.05 significance threshold, indicating that there is a statistically significant effect. In addition, the calculated t-value is greater than the table t-value ($9.270 > 1.966$). Therefore, H_a is accepted and H_0 is rejected. This means there is an effect of exposure to the DPR allowance issue on TikTok on public trust in the DPR's image.

The research results show that exposure to the DPR allowance issue on TikTok has a significant effect on public trust in the DPR's image. A regression coefficient value of 0.586 indicates a positive relationship between exposure to the DPR allowance issue on TikTok and public trust in the DPR's image. However, this relationship should be interpreted carefully since the DPR allowance issue is a controversial topic. Also, the coefficient of determination (R^2) of 0.181 shows that exposure to the DPR allowance issue on TikTok can explain 18.1% of the variation in public trust in the DPR's image, while the remaining 81.9% is influenced by other factors outside this study. This finding answers the research question about how much exposure to the issue of DPR allowances on TikTok affects public trust in the DPR's image and shows that social media plays a role in shaping public perception of political institutions. In social science research, an R^2 value of at least 10% is generally acceptable as long as the predictor variables have a statistically significant effect. The main goal of modeling in social science isn't to fully predict human behavior, but rather to assess whether the predictor variables significantly influence the dependent variable (Ozili, 2022).

The results of this research are interesting because they differ from the initial assumption of the study, which predicted that exposure to the issue of parliamentary allowances, as a controversial topic, would lower public trust. It turns out the results actually show a positive relationship between the two variables. The parliamentary allowance issue is indeed one that carries negative weight for the image of the legislative institution, so although the coefficient value looks positive, the direction of the effect actually reflects a harmful impact on institutional trust. In other words, the more people are exposed to an issue that is inherently negative, the stronger the public's negative perception of the parliament becomes. This situation shows that being frequently exposed to an issue doesn't always lower public trust. This finding can be explained through the Agenda Setting Theory proposed by McCombs and Shaw. This theory explains that the media doesn't directly tell people what to think, but it succeeds in determining which issues are considered important by the public. In this study, TikTok managed to make the issue of parliamentary allowances a prominent topic through the high frequency of content appearance, user interactions, and support from the For You Page (FYP) algorithm, which caused the issue to keep popping up repeatedly. As a result, the parliamentary allowance issue became one of the topics that got a lot of public attention. However, according to the assumptions of Agenda Setting, high attention to an issue doesn't automatically lead to positive or negative judgments, but rather makes the issue a basis for people to form their perceptions of DPR.

The results of this study are related to previous research, even though they show different directions in findings. (Ananditha et al., 2025) found that students have a critical perception of the parliament (DPR) with trust levels tending to be medium to low. (Alisya et al., 2025) showed that there is a parliamentary legitimacy crisis due to low accountability and political representation, while (Fajar Rosalina, 2020) found that negative reporting related to the revision of the MD3 Law worsened the DPR's image and lowered public trust. These three studies illustrate that controversial issues related to the DPR tend to be associated with negative perceptions and low levels of public trust. However, this study shows that exposure to the issue of DPR allowances on TikTok actually has a positive relationship with public trust in the DPR's image. This difference in results suggests that the characteristics of social media, especially TikTok, can create different dynamics in public opinion formation compared to previous research contexts.

These findings also strengthen the research gap in this study. While previous research focused more on public perception of the DPR, parliamentary legitimacy crises, and the impact of negative news on the institution's image using a qualitative approach, this study specifically measures the extent of the influence of exposure to DPR allowance issues on TikTok on public trust in the DPR's image using a quantitative approach. So, this study provides new empirical insights into the role of TikTok as a platform for spreading political issues in shaping public trust in the

DPR's image. Nevertheless, an influence value of 18.1% shows that public trust in the DPR is a complex phenomenon and is influenced by various other factors, such as the DPR's performance, people's political experiences, media coverage, political literacy levels, and the social and political conditions developing in society.

CONCLUSION

This study shows that exposure to the issue of DPR allowances on TikTok has a significant impact on public trust, contributing 18.1%, confirming TikTok's role as an effective agenda-setting space in shaping political perceptions on a large scale. The implication is that the legislative body needs to be more responsive to the dynamics of communication on social media because exposure to viral issues directly affects the institution's image. Given that most factors (81.9%) outside this study are still unexplained, future research is recommended to explore other supporting variables such as political literacy, conventional media consumption, and perceptions of DPR performance to provide a more comprehensive understanding.

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